From: Tucker-Potter, Stacy
To: Rellen Hayes
Subject: RE: Revised Postcard Proofs
Date: Friday, August 16, 2019 9:22:00 AM

Our Advancement Services person intends to work on it this afternoon. She's covering for a direct report who's out but hopes to get it done quickly.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Thursday, August 15, 2019 3:25 PM
To: Tucker-Potter, Stacy
Subject: RE: Revised Postcard Proofs
Importance: High

Hi Stacy,

We have your project scheduled to launch on Friday, August 30th, which is the first day we drop postcards in the mail. To launch on this date, we must have your data file by end of tomorrow or Monday at the latest. Is this possible?

Best,

Rellen

Rellen Hayes
Publishing Concepts | Project Manager
Proud PCI Associate since 2014

T: 972.728.3687
E: rhayes@publishingconcepts.com
www.publishingconcepts.com

Back-to-Back Winner! For two years in a row PCI has been named the "#1 Best Place to Work" in the state of Texas (The Texas Association of Business and the publishers of *Texas Monthly*) and in Dallas-Fort Worth (*Dallas Morning News*). Research shows that a highly engaged workforce drives higher overall client satisfaction.

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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Thursday, August 15, 2019 2:23 PM
To: Rellen Hayes <rhayes@publishingconcepts.com>
Subject: RE: Revised Postcard Proofs

Today is my first day back in. I did see the changes and was going to send my approval shortly. I have been in touch with our advancement services contact to let her know she can begin the process on her end. Please let me know what the timeline will be on your end so I can have that information ready here.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Thursday, August 15, 2019 2:19 PM
To: Tucker-Potter, Stacy
Subject: RE: Revised Postcard Proofs
Importance: High

Hi Stacy,

Just checking in to see if you are back in the office. At your earliest convenience, please let me know if the revised script is approved.

Thanks!

Rellen

Rellen Hayes
Publishing Concepts | Project Manager
Proud PCI Associate since 2014

T: 972.728.3687
E: rhayes@publishingconcepts.com

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From: Rellen Hayes
Sent: Monday, August 12, 2019 12:53 PM
To: 'Tucker-Potter, Stacy' <stuckerpotter@truman.edu>
Subject: RE: Revised Postcard Proofs

Hi Stacy,

Happy Monday! Below is the change we will make to the script at the first ask level. I also have it noted in the attached script via a message box in the upper right-hand corner.

We will replace the sentence "Most alumni are having theirs sent to their home. Where would you like to have yours sent?" with "May I reserve this loyalty package for you and have it sent to your home address?"

Please let me know if approved.

Thanks!

Rellen

From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Thursday, August 8, 2019 12:44 PM
To: Rellen Hayes <rhayes@publishingconcepts.com>
Subject: RE: Revised Postcard Proofs

I have been traveling and interviewing for positions under me. Sorry for the delay in responding. I need a change to the script at the first ask level. I do not want the assumptive ask of "where do you

want this mailed"? In order to move forward with data, that needs to be changed. I do not see changes needed on the postcards.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Tuesday, August 06, 2019 1:37 PM
To: Tucker-Potter, Stacy
Subject: RE: Revised Postcard Proofs
Importance: High

Hi Stacy,

Just checking in to see if the postcards are approved and when you might be able to send the data file.

Best,

Rellen

Rellen Hayes
Publishing Concepts | Project Manager
Proud PCI Associate since 2014

T: 972.728.3687
E: rhayes@publishingconcepts.com
www.publishingconcepts.com

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From: Rellen Hayes
Sent: Wednesday, July 31, 2019 9:49 AM
To: 'Tucker-Potter, Stacy' <stuckerpotter@truman.edu>
Subject: Revised Postcard Proofs

Hi Stacy,

Attached are the revised postcard proofs, where I've add a statement about using the alumni data for the directory and that if we do not hear from them, we are planning to print what we have on file. Please keep in mind that we can also limit the amount of information we print in the directory for non-respondents (vs. respondents).

Please let me know if approved.

Thanks!

Rellen

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